

Summary Information

Module Code	6707ORYXHR
Formal Module Title	Consultancy
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Module Contacts**Module Leader**

Contact Name	Applies to all offerings	Offerings
Oliver Kayas	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Partner Teaching Institution

Institution Name
Oryx Universal College WLL

Learning Methods

Learning Method Type	Hours
Online	11
Workshop	22

Module Offering(s)

Offering Code	Location	Start Month	Duration
APR-PAR	PAR	April	12 Weeks
JAN-PAR	PAR	January	12 Weeks
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	To analyse consultancy practice and evaluate appropriate consultant responses to client requirements.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Appraise and evaluate academic literature on consultancy practice and behaviour.
MLO2	Evaluate options and alternatives to respond to client requirements in an organisational context having analysed the environmental and behavioural conditions
MLO3	Create a metric led proposal for a consultancy intervention.

Module Content

Outline Syllabus

Market conditions and consultancy growth.
Role of consultant.
Administrative resources and support for consultancy activities.
Approaches to consultancy and understanding market value.
Creating attraction.
The role of social media.
Developing a personal brand.
Skills and tools to support proposal writing.
Using metrics in consultancy.
Disengagement and evaluation.

Module Overview

This module has been specifically designed as an option for returning placement students in 18/19 when the new framework covers levels 4,5 and 6.

Additional Information

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Report	Report	100	0	MLO1, MLO2, MLO3